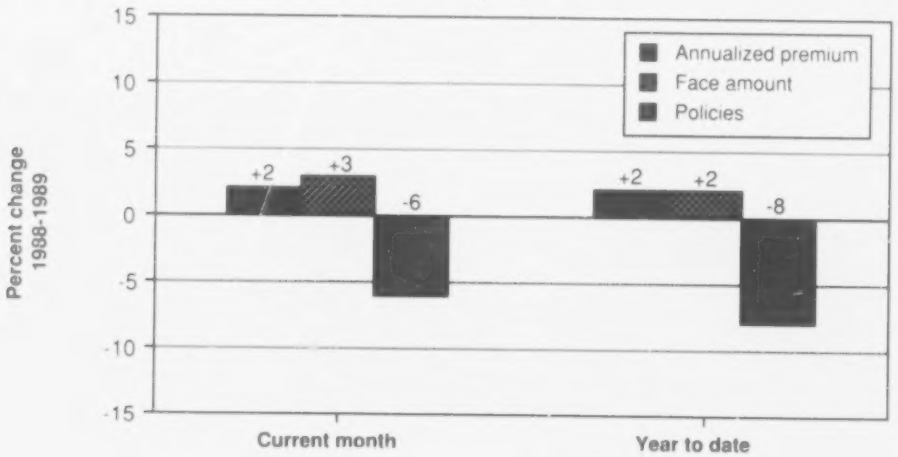
N6225-2

I/R Code 47.40
July 1989

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

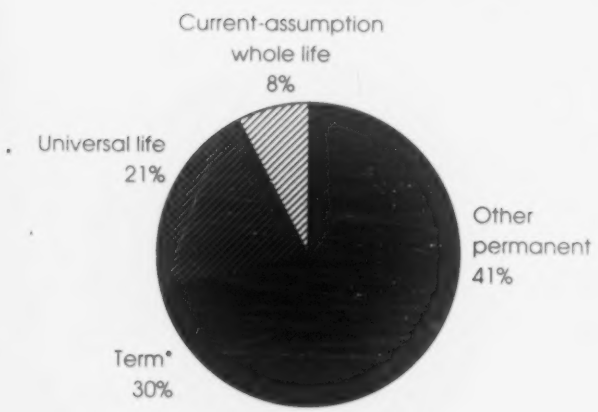
Individual Sales

37 Companies

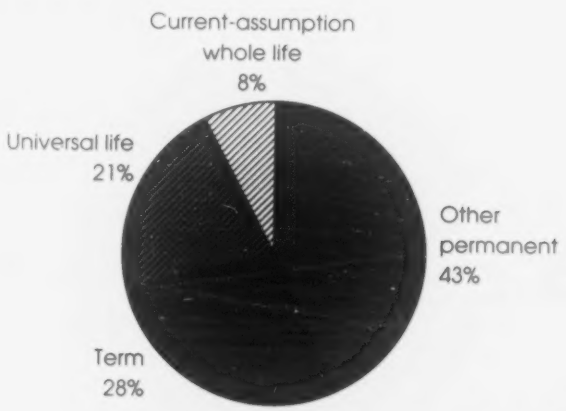


Annualized Premium Market Share by Product

26 Companies Representing 79 Percent of July Sales



Current Month



Prior 12 Months
(July 1988 - June 1989)

*For the 17 companies that sell the product and supply data. "permanent term" ("term to 100") makes up 16 percent of total July 1989 sales.

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Profit from our research.

Sales Comparisons with Last Year

Ratio 1989/1988

		Annualized premiums	Face amount	Number of policies
Term (24 cos.)	Month	107%	105%	106%
	Year to date	113%	109%	106%
Universal life (20 cos.)	Month	116%	112%	103%
	Year to date	110%	109%	102%
Current-assumption whole life (12 cos.)	Month	106%	89%	92%
	Year to date	92%	75%	79%
All other permanent (21 cos.)	Month	87%	81%	77%
	Year to date	88%	80%	78%

Policy Characteristics by Product

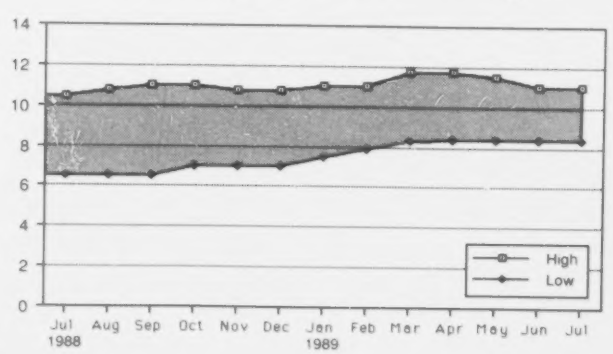
		Premium per $1,000	Average size policy	Premium per policy
Term (24 cos.)	Month	$ 3.77	$ 151,277	$ 570
	Year to date	$ 3.63	$ 153,327	$ 556
	Year-to-date ratio	103%	103%	106%
Universal life (20 cos.)	Month	$ 9.11	$ 99,326	$ 905
	Year to date	$ 9.21	$ 93,518	$ 861
	Year-to-date ratio	102%	107%	109%
Current-assumption whole life (12 cos.)	Month	$ 8.38	$ 41,284	$ 346
	Year to date	$ 8.26	$ 40,297	$ 333
	Year-to-date ratio	123%	96%	117%
All other permanent (21 cos.)	Month	$ 11.59	$ 54,558	$ 632
	Year to date	$ 11.32	$ 51,939	$ 588
	Year-to-date ratio	111%	103%	114%

Universal Life

Interest Rates This Month

Median	10.0%
Range	8.4% - 11.0%
Range of middle 50%	9.5% - 10.2%
Number of companies reporting	16
Number of plans reported	37
Number of new plans	2
Number of plans dropped	0
Number of plans showing. . .	
No change	32
Increases	0
Average increase	--
Decreases	3
Average decrease	0.2%

13-Month Interest Rate Range



Contributors' Growth Rates

Change in Annualized Premium
Year to Date

Percent change 1988 - 1989	Number of companies... Group I	Group II	Group III	All
21% or over	0	1	2	3
11% – 20%	4	2	3	9
1% – 10%	3	3	2	8
-9% – 0	3	4	2	9
-19% – -10%	0	1	3	4
-20% or under	0	3	1	4

Total Sales

Revised Through Current Month

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 36,056	$ 35,391	98%	$ 5,292,485	$ 5,227,629	99%	64,982	59,786	92%
February	44,398	43,433	98	6,478,676	6,631,108	102	84,482	75,435	89
March	49,816	47,991	96	7,354,328	6,990,499	95	93,311	80,268	86
April	43,084	45,980	107	6,467,890	6,797,206	105	82,193	78,695	96
May	45,740	49,873	109	6,981,893	7,429,371	106	88,788	85,006	96
June	51,352	53,675	105	7,657,396	7,809,687	102	92,670	85,463	92
July	42,647	43,427	102	6,162,113	6,344,723	103	72,537	68,170	94
August	38,775			5,722,121			68,299		
September	47,088			6,888,591			88,661		
October	47,926			7,081,362			88,918		
November	52,589			7,746,743			93,214		
December	55,298			8,036,262			86,332		
Year total	$554,769			$81,869,860			1,004,387		
Year to date	$313,093	$319,770	102%	$46,394,781	$47,230,223	102%	578,963	532,823	92%

	Premium per $1,000			Average size policy			Premium per policy		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
January	$ 6.81	$ 6.77	99%	$ 81,445	$ 87,439	107%	$ 555	$ 592	107%
February	6.85	6.55	96	76,687	87,905	115	526	576	110
March	6.77	6.87	101	78,815	87,089	110	534	598	112
April	6.66	6.76	102	78,691	86,374	110	524	584	111
May	6.55	6.71	102	78,636	87,398	111	515	587	114
June	6.71	6.87	102	82,631	91,381	111	554	628	113
July	6.92	6.84	99	84,951	93,072	110	588	637	108
August	6.78			83,780			568		
September	6.84			77,696			531		
October	6.77			79,639			539		
November	6.79			83,107			564		
December	6.88			93,086			641		
Year total	$ 6.78			$ 81,512			$ 552		
Year to date	$ 6.75	$ 6.77	100%	$ 80,134	$ 88,641	111%	$ 541	$ 600	111%

July Sales by Size Group

		Annualized premium (000)		Face amount (000)		Number of policies	
		1988	1989	1988	1989	1988	1989
Group I	Month	$ 25,110	$ 26,331	$ 3,322,186	$ 3,552,889	43,383	41,817
	Year to date	$180,760	$190,051	$24,196,459	$25,847,249	343,485	322,583
Group II	Month	$ 13,221	$ 12,942	$ 2,081,745	$ 2,079,951	21,260	19,235
	Year to date	$101,007	$ 97,123	$16,512,655	$15,871,232	172,752	154,115
Group III	Month	$ 4,316	$ 4,154	$ 758,182	$ 711,883	7,894	7,118
	Year to date	$ 31,326	$ 32,596	$ 5,685,667	$ 5,511,742	62,726	56,125

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 37 companies plus four subsidiary companies operating in Canada. The contributors represent 81 percent of the 1987 Canadian ordinary volume sold and 84 percent of first-year premiums written. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

Life Insurance Marketing and Research Association, Inc.
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Contributors

Group I
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)
Prudential of America†
Sun Life of Canada†

Group II
Ætna Life of Canada†
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
Maritime Life (Canada)†
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

Group III
Allstate Life of Canada†
Assumption Mutual Life
Assurance-Vie Desjardins
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Royal Life (Canada)†
La Sauvegarde†
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart

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July 1989

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

The following tables show Quebec sales activity for 18 companies. The contributors represent 54 percent of the 1987 Quebec ordinary volume sold.

New Individual Life Sales In Quebec

	Annualized premium (000)			Face amount (000)			Number of policies		
	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88	1988	1989	Ratio 89/88
First half	$ 49,424	$ 48,826	99%	$ 8,148,309	$7,308,984	90%	122,445	106,125	87%
Second half	52,603			8,300,811			120,793		
Year total	$102,027			$16,449,120			243,238		

	Premium per $1,000		Average size policy		Premium per policy	
	Total 1988	Jan.- June 1989	Total 1988	Jan.- June 1989	Total 1988	Jan.- June 1989
Quebec	$6.20	$6.68	$67,626	$68,871	$419	$460
Non-Quebec	$6.92	$6.83	$75,533	$81,610	$523	$557

Quebec Market Share of Total Sales (18 companies)

Annualized premium		Face amount		Number of policies	
Total 1988	Jan.- June 1989	Total 1988	Jan.- June 1989	Total 1988	Jan.- June 1989
32%	31%	35%	32%	39%	38%

Contributing Companies

Assurance-Vie Desjardins
Canada Life
Commercial Union Life of Canada
Confederation Life
Crown Life
Financial Life of Canada
Industrial-Alliance Life
La Laurentienne
London Life
Manufacturers Life
Metropolitan Life (includes Metropolitan Life of Canada)
New York Life (includes New York Life of Canada)
North American Life (Canada)
La Sauvegarde
La Solidarite
Sun Life of Canada
L'Union-Vie
Zurich Life of Canada

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